Proposal for Fried Chicken Order and Delivery Website

Incorporating Telebirr and CBE Birr Payment Systems

Introduction

As the popularity of fried chicken continues to grow among urban food lovers, there is a need for a dedicated online platform to streamline the ordering and delivery experience. This proposal outlines the development of a fast, reliable, and user-friendly website tailored specifically for fried chicken enthusiasts. By integrating Telebirr and CBE Birr payment systems, the platform will provide a seamless, secure, and localized payment experience.

Objectives

1. Develop an intuitive and responsive website exclusively for fried chicken orders and deliveries.
2. Enable safe and efficient payment options via Telebirr and CBE Birr to cater to Ethiopian customers.
3. Enhance customer satisfaction with features such as customizable meal options, real-time order tracking, and promotional offers.

Website Features

1. User-Friendly Interface

- Clean and modern design reflecting the fried chicken brand identity.
- Easy navigation for browsing menu items, customizing orders, and placing them quickly.

2. Customizable Orders

- Meal personalization options (e.g., extra wings, sides like fries or coleslaw, drinks, and sauces).
- Family packs or party bundles for group orders.

3. Integrated Payment Systems

- Telebirr and CBE Birr Integration: Secure APIs to ensure hassle-free cashless transactions.
- Support for additional payment methods such as credit or debit cards.

4. Real-Time Order Tracking

- GPS-enabled tracking system to monitor the order journey from preparation to delivery.

5. Promotions and Rewards

- First-time user discounts and festive offers.
- Loyalty programs to encourage customer retention and repeat business.

6. Customer Support

- 24/7 chat or call support for efficient resolution of customer queries and complaints.

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Technical Implementation

1. Technology Stack

- Frontend: HTML5, CSS3, JavaScript (React or Vue.js frameworks).
- Backend: Python/Django or Node.js for scalable server-side operations.
- Database: MySQL or PostgreSQL for secure customer and order data storage.

2. Payment Gateway Integration

- Collaborate with Telebirr and CBE Birr teams for API integration to ensure secure and smooth payments.

3. Hosting and Deployment

- Utilize cloud platforms like AWS or Azure for robust and scalable hosting.
- Implement regular updates and security patches to maintain high reliability.

Cost Breakdown

The total estimated project cost is 165,000 ETB, allocated as follows:

Category	Cost (ETB)	Description
Website Design	40,000	Custom UI/UX design tailored for fried chicken branding.
Frontend Development	45,000	Coding user interface with mobile and desktop compatibility.
Backend Development	55,000	Setting up server-side logic and integrating payment systems.
Payment Gateway Integration	15,000	API integration for Telebirr and CBE Birr payment systems.
Testing & Quality Assurance	10,000	Comprehensive testing to ensure functionality and security.
Miscellaneous Costs	10,000	Any unexpected expenses or adjustments during development.

Total Estimated Cost: 165,000 ETB

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Development Timeline

The project will be completed within 20–25 days as per the following schedule:

Phase	Duration	Description
Day 1–3: Planning	3 Days	Requirement gathering, project roadmap creation.
Day 4–8: Design	5 Days	UI/UX design, review, and finalization.
Day 9–15: Development	7 Days	Frontend and backend development, including payment gateway integration.
Day 16–20: Testing	5 Days	Functionality, compatibility, and security testing.
Day 21–22: Deployment	2 Days	Hosting, deployment, and final checks.
Day 23–25: Launch Prep	2–3 Days	Marketing strategy rollout and public launch.

Marketing and Outreach

1. Digital Advertising:
    - Leverage social media platforms to promote fried chicken specialties.
    - Target urban customers who value convenience and enjoy online ordering.
2. Referral Programs:
    - Incentivize current users to refer friends and family with discounts or freebies.
3. Partnerships:
    - Collaborate with office buildings, schools, or event organizers for bulk orders.

Projected Benefits

1. Customer Convenience:
    - Faster access to fried chicken meals via a simple, reliable online platform.
2. Boost Sales:
    - Increased revenue through digital orders, promotions, and bulk sales.
3. Enhanced Brand Visibility:
    - By being available online, the brand builds recognition and loyalty within its target market.
4. Support for Cashless Transactions:
    - Aligned with Ethiopia's growing emphasis on digital payments, the platform fosters a modern payment experience.

Conclusion

This proposal outlines a plan to develop a dedicated fried chicken order and delivery website. By combining a seamless user interface, Telebirr and CBE Birr payment systems, and engaging marketing strategies, this project is positioned to redefine the fried chicken ordering experience in Ethiopia. With a development cost of 165,000 ETB and a timeline of 20–25 days, the platform promises both speed and quality.

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